

PREDICTING INTENTIONS TO SEEK CANCER INFORMATION IN CHINA: A TEST OF RISP

Xiaoquan Zhao, Qunan Mao, Gary Kreps,
Guoming Yu, Yinghua Li, Zihao Xu, Meijing
Song, Wen-Ying Chou, Alexander Persoskie,
Rui He, & Paula Kim

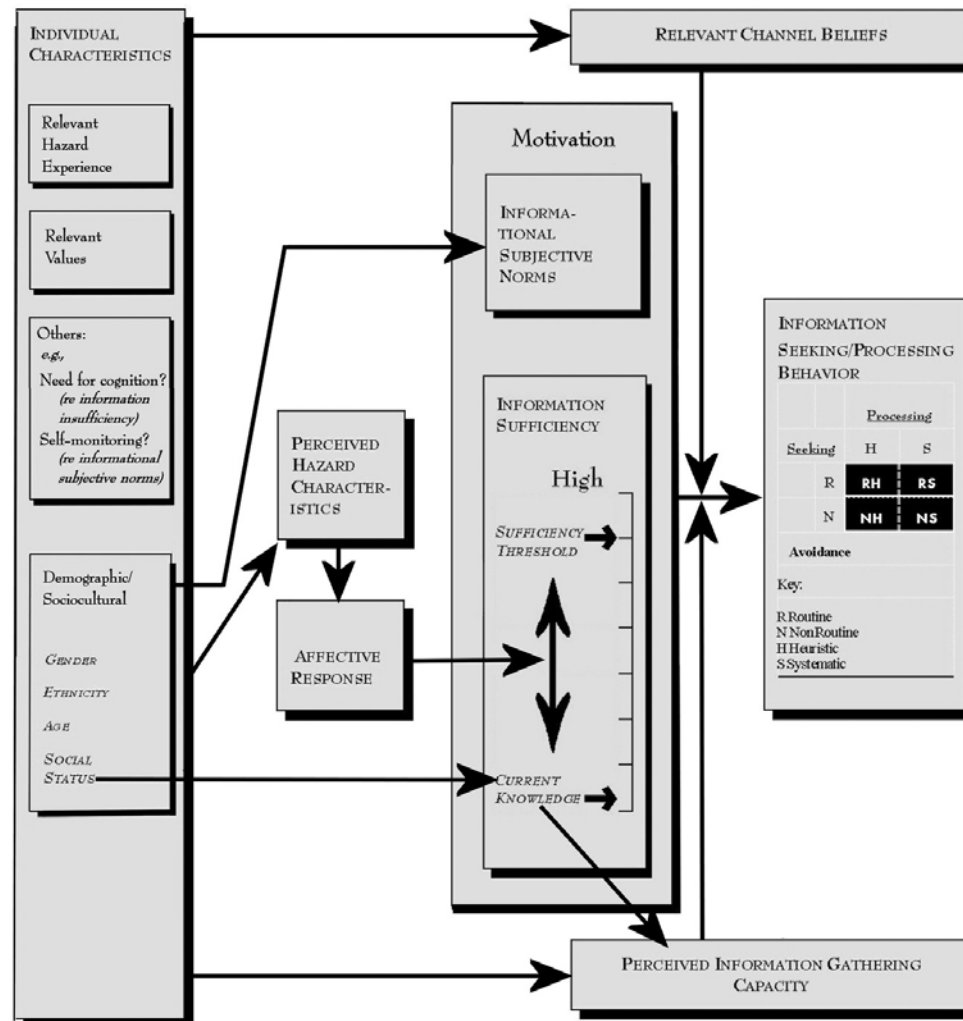
Key Finding

- Subjective norm is a potent predictor of cancer information seeking in China

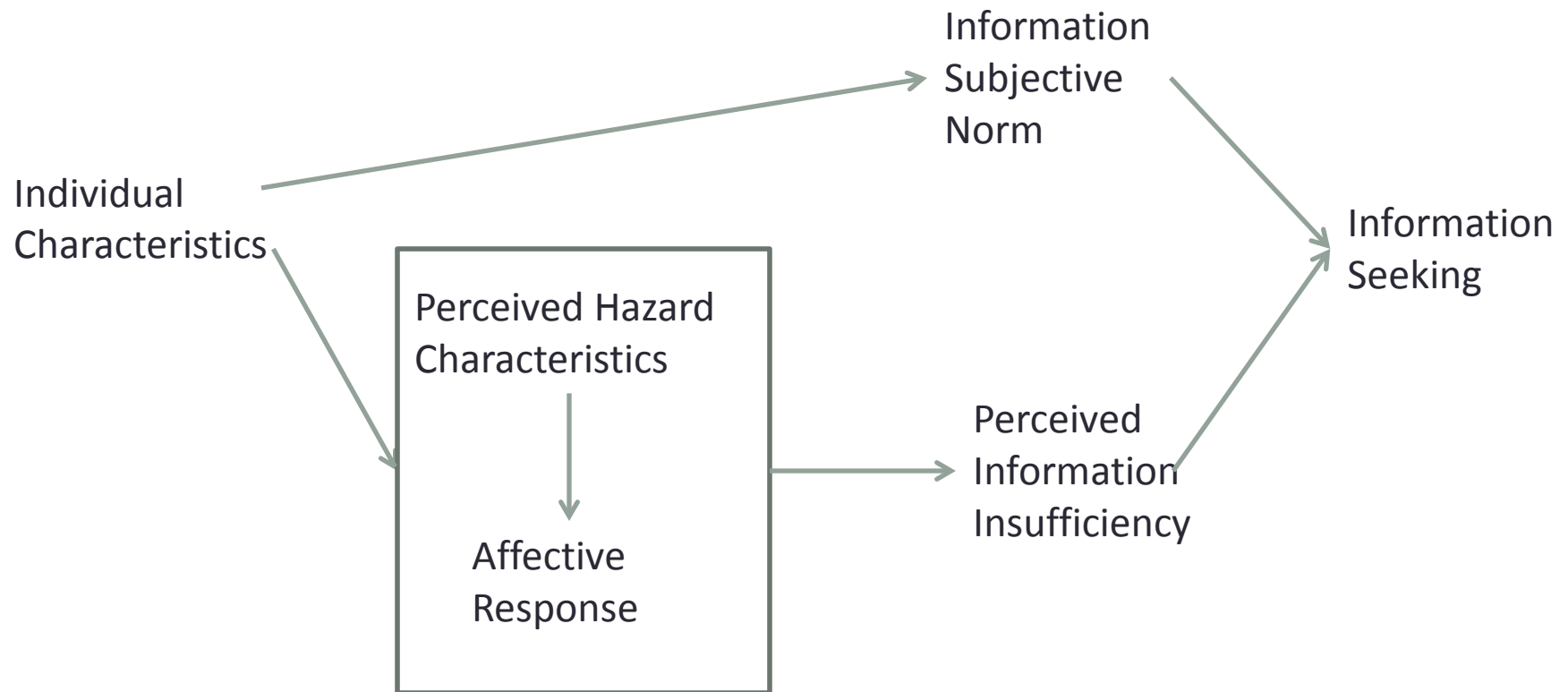
Background

- Cancer is now the leading cause of death in China
- Little is known about how Chinese people seek and access cancer information
- Model of Risk Information Seeking and Processing (RISP) is used to guide a preliminary investigation

RISP – Griffin, Dunwoody & Yang 2013



Working RISP



Method

- China's Ministry of Health conducted a probability sample survey in two Chinese cities ($N = 2568$)
- Modeled HINTS, with revised and added measures
- Multiple regression using RISP variables to predict cancer information seeking intention

Results

- $R^2 = .49$
- Strongest predictor is subjective norm ($\beta = .59, p < .001$)
- Other predictors
 - Perceived cancer risk ($\beta = .05, p = .007$)
 - Perceived efficacy in prevention and treatment ($\beta = .04, p = .006$)
 - Worry about cancer ($\beta = .08, p < .001$)
 - Current cancer knowledge ($\beta = .05, p = .002$)
 - Perceived need for cancer information ($\beta = .14, p < .001$)
 - Trust in health information from government and NGOs ($\beta = .09, p < .001$)
 - *Family income* ($\beta = -.05, p = .006$)

Discussion

- Cancer communication in China may consider
 - Mobilize family support
 - Raising individual awareness
 - Building trust in institutional sources of information